

INDIRA UNIVERSITY, PUNE

SCHOOL OF LIBERAL ARTS -MAJMC

Backlog Examination (2025 Pattern) April – 2026 - Semester – I

Subject Name: Development Communication
Subject Code: 25MMC102T

Max. Marks: 50
Time: 2.30 Hours

Instructions

- Instructions : Do not write anything on question paper other than enrolment number.

CO #	Cognitive Ability	Course Outcome
CO1	Remember	The key concepts, history, and models of development communication.
CO2	Understand	The role of media and communication strategies in social change and development processes.
CO4	Analyze	Case studies of development communication initiatives to identify strengths, weaknesses, and areas of improvement.
CO5	Evaluate	The effectiveness of development communication campaigns in meeting their intended social objectives.
CO 6	Create	A development communication plan or campaign addressing a specific social issue with measurable outcomes.

Q1.	Attempt any 2 questions: a) Define Development Communication. b) Give two examples of traditional media used in development. c) List two advantages of radio for rural outreach.	(10Marks)	CO1
Q2.	Solve any 1: a) Analyze the impact of ICT and new media on development communication. b) Discuss the historical evolution of development communication and contributions of Schramm and Quebral.	(10 Marks)	CO2
Q3.	Solve any 1: a) Explain Dependency theory and its implications for development communication. b) Evaluate how mobile penetration has changed grassroots communication.	(10 Marks)	CO4
Q4.	Solve any 1: a) Explain the concept and functions of community radio in participatory communication.	(10 Marks)	CO5

	b) Discuss access, language and literacy challenges in development communication.	
Q5.	Solve any 1: a) Design a brief campaign plan to address a local health issue and explain monitoring measures. b) Analyze gender-related barriers in communicating development messages.	(10 Marks) CO6
